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Message Text

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64
ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 CIAE-00 INR-10 LAB-06 NSAE-00

PA-04 RSC-01 SIL-01 USIA-15 PRS-01 AGR-20 SCI-06

NASA-04 DRC-01 /101 W
---------- 041086
P 081940Z MAR 74
FM AMEMBASY SANTIAGO
TO SECSTATE WASHDC PRIORITY 7719
INFO USDOC

UNCLAS SANTIAGO 1158

E.O.11652:N/A
TAGS: BEXP CI
SUBJ: US PARTICIPATION IN CHILEAN FAIR

REF: A) STATE 41615; B) STATE 42853;
C) SANTIAGO A-19; D) SANTIAGO A-39

1. SUMMARY: I AM CONVINCED OF UNUSUAL IMPORTANCE US PARTICIPATION IN 1974 CHILEAN TRADE FAIR (FISA) AND REQUEST WASHINGTON APPROVAL IN PRINCIPLE FOR US PRESENCE. EMBASSY IS SOUNDING OUT LOCALLY REPRESENTED US FIRMS ON POSSIBLE COMMERCIAL PRESENCE PARTICIPATION AS WELL AS EXPLORING ADDITIONAL TYPES OF USG SUPPORT. END SUMMARY.

2. IN PRESENT CIRCUMSTANCES I BELIEVE IT IS VERY IMPORTANT THAT US BE REPRESENTED AT 1974 FISA. WE EXPECT CHILE TO DEVELOP INTO A SIZEABLE EXPORT MARKET FOR US IN NEXT FEW YEARS. WHAT IS PERHAPS MORE IMPORTANT, THE GOC AND LOCAL OPINION LEADERS ARE LIKELY TO READ SOME SORT OF POLITICAL SIGNIFICANCE INTO OUR FAILURE TO BE REPRESENTED.

3. EMBASSY HAS INITIATED, WITH LOCAL US CHAMBER ASSISTANCE, SURVEY OF US FIRMS HERE TO DETERMINE THEIR INTEREST IN PARTICIPATING AT FISA AS PART OF OFFICIAL US PAVILION SO FAR, DOW, ESSO, IBM, AMERICAN SCREW,
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AND GENERAL ELECTRIC SEEM FAVORABLY DISPOSED. ESSO

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ACTUALLY HAS SOME MONEY BUDGETED. OTHERS MUST CHECK
WITH US PARENT FIRMS BEFORE MAKING COMMITMENT. WE HAVE
IMPRESSION THAT OTHER US-CONNECTED FIRMS IN CHILE WISH COOPERATE
WITH THIS US EFFORT, WHICH HAS MY FULLEST
SUPPORT. HOWEVER, CONSIDERING DECIMATED RANKS OF US
BUSINESSES REPRESENTED HERE, WE PROBABLY WILL NOT BE
ABLE TO FIND 20-30 EXHIBITORS NORMALLY REQUIRED FOR TYPE A
COMMERCIAL PRESENCE.

4. COUNTRY TEAM HAS THEREFORE BEEN EXPLORING OTHER
POSSIBILITIES WHICH WOULD GIVE US PRESENCE AT FISA LARGE
IMPACT. IT HAS OCCURRED TO US THAT USDA MIGHT BE WILLING
TO SUPPLY EXHIBIT IN FOOD PROCESSING OR NUTRITIONAL AREA.
AGRICULTURAL ATTACHE IS CHECKING THROUGH HIS CHANNELS.
WE BELEIVE NASA MAY ALSO HAVE EXHIBITS AVAILABLE WHICH
WOULD ATTRACT WIDE CHILEAN ATTENTION. USIS ASSISTANCE
IS ANOTHER POSSIBILITY.

5. ACTION RECOMMENDED: I URGE PROMPT WASHINGTON
APPROVAL IN PRINCIPLE FOR US COMMERCIAL PRESENCE
PARTICIPATION AT 1974 FISA. GIVEN SHORTAGE OF TIME,
SPECIAL EFFORTS WILL BE REQUIRED IN TERMS OF INTER-
AGENCY COOPERATION AND FLEXIBILITY TO PRODUCE THE KIND
OF EXHIBIT WE WANT. I ASK THAT IN APPROVING OUR PARTICI-
PATION SUFFICIENT MONEY BE EARMARKED TO SUPPORT OUR
EXHIBIT; THAT A WASHINGTON INTER-AGENCY COORDINATOR
BE DESIGNATED: AND THAT COMMERCE BEGIN THINKING IN
TERMS OF SENDING AN EXHIBIT EXPERT TO SANTIAGO ON TDY
FAIRLY SOON TO HELP THE EMBASSY IN ITS PLANNING AND
PREPARATIONS.
POPPER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SANTIA01158
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: SANTIAGO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740357/aaaacbfj.tel
Line Count: 92
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE 41615; B) STATE 42853;
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 08 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <08-Aug-2002 by elbezefj>; APPROVED <06 DEC 2002 by garlanwa>
Review Markings:

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US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: US PARTICIPATION IN CHILEAN FAIR
TAGS: BEXP, CI
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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